

**Project Development Phase
Model Performance Test**

Date	10 February 2025
Team ID	LTVIP2025TMID52053
Project Name	Strategic product placement analysis
Maximum Marks	

Model Performance Testing:

Project team shall fill the following information in model performance testing template.

EV Dashboard Development Summary

S.No.	Parameter	Details
1	Data Rendered	Multiple CSVs / Datasets: <ul style="list-style-type: none">- Consumer Purchase Data (Region, Product Category, Brand Preference)- Market Competitor Analysis Data- Product Sales History and Trends- Retailer Distribution and Placement Data
2	Data Preprocessing	<ul style="list-style-type: none">- Handled missing values for sales, region, product type- Normalized units like price, market share percentage- Filtered duplicate entries across datasets- Merged datasets with standardized product codes
3	Utilization of Filters	Filters applied in visualization dashboard: <ul style="list-style-type: none">- Region-wise analysis- Product Category / Brand Filters- Time Period (Quarterly/Annually)
4	Calculated Fields Used	<ul style="list-style-type: none">- Market Share Ratio- Placement Success Score- Sales Growth Percentage- Competitor Density per Region- Customer Retention Rate

5	Dashboard Design	Visualizations — 10 Dashboards include: - Product Placement Heatmaps - Competitor Analysis Charts - Market Share Trends - Sales Performance Dashboards
6	Story Design	Story Visualizations — 1 Includes summarized insights on best-performing regions, effective placement strategies, and competitor movements